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Dated: 3-15-2008 Signature: *C.P. Andersen*
(Christian P. Andersen, Esq.) R. Andersen

Docket No.: 03-8018CIP3
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Lester Chu et al.

Application No.: Not Yet Assigned

Confirmation No.: Not Yet Assigned

Filed: Concurrently Herewith

Art Unit: N/A

For: INFORMATION DISTRIBUTION SYSTEM
AND METHOD UTILIZING A POSITION
ADJUSTMENT FACTOR

Examiner: Not Yet Assigned

INFORMATION DISCLOSURE STATEMENT (IDS)

MS Patent Application
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement accompanies the new patent application submitted herewith.

A copy of each non-U.S. reference on the PTO/SB/08 is attached.

In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. In accordance with 37 CFR 1.97(h), the filing of this Information Disclosure statement shall not be construed to be an admission that any

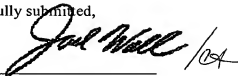

patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

The Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 07-2347, under Order No. 03-8018CIP3. A duplicate copy of this paper is enclosed.

Dated: 03/15/2004

Respectfully submitted,

By  /
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Mail Code: HQE03H14
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Attorney for Applicant

Substitute for form 1449A/B/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)		Application Number	Not Yet Assigned
		Filing Date	Concurrently Herewith
		First Named Inventor	Lester Chu
		Art Unit	N/A
		Examiner Name	Not Yet Assigned
Sheet	1	of	3
		Attorney Docket Number	03-8018CIP3

U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Document Number		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Number-Kind Code ² (if known)				
J.A.	AA	US-4,532,554		07/1985	Skala	
	AB	US-4,546,382		10/1985	McKenna et al.	
	AC	US-4,602,279		07/1986	Freeman	
	AD	US-4,789,235		12/1988	Bora	
	AE	US-4,850,007		07/1989	Marino et al.	
	AF	US-4,992,940		02/1991	Dworkin	
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	AO	US-5,283,731		02/1994	Lalonde et al.	
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	AQ	US-5,319,455		06/1994	Hoarty et al.	
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	AS	US-5,347,632		09/1994	Flepp	
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	AU	US-5,408,417		04/1995	Wilder	
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	AC1	US-5,659,732		08/1997	Kirsch	
	AD1	US-5,704,560		01/1998	Del Monte	
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	AS1	US-5,781,894		07/1998	Petrecca et al.	
J.A.	AT1	US-5,794,210		08/1998	Goldhaber et al.	

Examiner Signature	/John Anderson/	Date Considered	07/16/2010
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Substitute for form 1449A/B/PTO				Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (Use as many sheets as necessary)				Application Number	Not Yet Assigned
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				First Named Inventor	Lester Chu
				Art Unit	N/A
				Examiner Name	Not Yet Assigned
Sheet	3	of	3	Attorney Docket Number	03-8018CIP3

NON PATENT LITERATURE DOCUMENTS					
Examiner Initials	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.			T ²
/J.A./	CA	Pelline, "New search engine goes commercial" from http://news.cnet.com/news/0,10000,0-1005-200-326672_00.html , February 18, 1998.			
	CB	Haar, "Service To Let Ad Bids Dictate Search Rankings" from Tech InfoBase, February 23, 1998.			
	CC	McKenna, "New Search Engines GoTo Charges For Hits" from Tech InfoBase, February 23, 1998.			
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	CE	Mardesh, "Search engine charges hit sites" from San Jose Mercury News, February 21, 1998.			
	CF	Swartz, "Browser Only Lists Paying Web Sites" from San Francisco Chronical, February 21, 1998.			
	CG	Riedman, "Search engine startup to auction listings" from Advertising Age, February 23, 1998.			
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	CI	"Lycos Adds Predetermined Listings" from http://www.searchenginewatch.com/sereport/97/12-lycos.html , December 4, 1997.			
	CJ	Pontin, "Gross Idea" from http://www.herring.com/story_redirect.asp?layout=story_generic&doc-id=RH640016664&ch... , August 6, 2001.			
	CK	Yahoo.com (as archived on archive.org).			
	CL	Google.com (as archived on archive.org).			
	CM	Superpages.com (as archived on archive.org).			
	CN	Findwhat.com (as archived on archive.org).			
	CO	Looksmart.com (as archived on archive.org).			
	CP	MSN.com (as archived on archive.org).			
	CQ	Dogpile.com (as archived on archive.org).			
	CR	WebCrawler.com (as archived on archive.org).			
	CS	Internet Discussion Group, August 7, 2001.			
	CT	Internet Discussion Group, August 7, 2001.			
	CU	metacrawler.com (as archived on archive.org).			
	CV	BellSouth RealPages.com (as archived on archive.org).			
	CW	SmartPages.com (as archived on archive.org).			
	CX	qwestdex.com (as archived on archive.org).			
	CY	business.com (as archived on archive.org).			
	CZ	Shopping.com (as archived on archive.org).			
/J.A./	CA1	Citysearch.com (as archived on archive.org).			

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Applicant's unique citation designation number (optional). ²Applicant is to place a check mark here if English language Translation is attached.

Examiner Signature	/John Anderson/	Date Considered	07/16/2010
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				Examiner Name	Not Yet Assigned
Sheet	2	of	3	Attorney Docket Number	03-8018CIP3

<input checked="" type="checkbox"/>	AU1	US-5,826,241	10/1998	Stein	
<input checked="" type="checkbox"/>	AV1	US-5,835,886	11/1998	Fisher et al.	
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<input checked="" type="checkbox"/>	AX1	US-5,848,407	12/1998	Ishikawa et al.	
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<input checked="" type="checkbox"/>	AD2	US-5,905,975	05/1999	Ausubel	
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<input checked="" type="checkbox"/>	AG2	US-5,920,854	07/1999	Kirsch et al.	
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<input checked="" type="checkbox"/>	AK2	US-5,974,398	10/1999	Hanson et al.	
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<input checked="" type="checkbox"/>	AN2	US-6,009,410	12/1999	LeMole et al.	
<input checked="" type="checkbox"/>	AO2	US-6,023,686	02/2000	Brown	
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<input checked="" type="checkbox"/>	AW2	US-6,324,519	11/2001	Eldering	

FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. ¹	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code ² -Number ³ -Kind Code ⁴ (if known)				
/Jh/	BA	-WO 97/17774		05/1997	Seiko Communications Systems, Inc.	
	BB	-WO 98/28906		07/1998	Princeton Video Image, Inc.	
	BC	-WO 98/34189		08/1998	Flycast Communications Corp.	
	BD	-WO 99/20486		04/1999	K. W. Muth Company, Inc.	
	BE	-WO 99/48028		09/1999	GLOBALBRAIN.NET Inc.	
	BF	-WO 00/41090		01/2000	Maxygen, Inc.	
	BG	-WO 00/16218		03/2000	Searchup, Inc.	

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Examiner Signature	/John Anderson/	Date Considered	12/17/2009
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